

ASTD NRC

September 22, 2009 Board Meeting Minutes

Present: Pam Smith, Sue Fody, Dan Chenoweth, Dave Vance

Meeting called to order at 6.05 pm in the Poudre Canyon Room at MCR.

Minutes of August 24 meeting approved without correction.

Treasurer's Report:

Dan had updated the dashboard reflecting our position through August. Our cash balance continues to slowly decline, standing at \$40,332. The program for August was profitable but the August program expenses also include the deposit for the Oct workshop resulting in a loss for the month. Reviewed year-end cash needs including expenses for three to attend ALC, workshop expenses and, if Kim is has time, cost to redo banner and engage a vendor to establish a members only directory.

Program Report: Updated for Aug 25th program

Dave met with Stephanie Crecca, recommended by Kevin, on Sep 14th who has agreed to be our VP for Programs !! Welcome Stephanie! She will not be able to make the next two meetings but has already started to work confirming our Dec speaker and will follow up on our ideas for Feb/Mar speakers.

Joint Sep program with NCCA held on 15th at Harmony Grill. Only nine attended – our lowest turnout of the year and very surprising given that it was joint program and the quality of the speaker. Sam Lloyd was very well received by the small group and got a 4.63 overall score (Ave Diamond's score for Aug was 4.8) The Board discussed explanations. Most likely reason for the low attendance is the time (7.00-8.30). Half of those who did come asked us to not schedule programs after work which they consider their personal time (they came anyway because of the speaker). Takeaway: We will not plan on any more dinner or after dinner programs with the exception of the networking event which was very successful from 5-7.

Pam has prepared a great looking postcard for the Oct workshop. TME provided the labels and Pam will mail out this week. So far 5 have registered. About 20 are required to break even and unfortunately the Larimer County Workforce Board is hosting a free event in October with the same title (different speaker) so we are at risk of losing money.

Would be good to coordinate with the county going forward and even cross publicize programs. Does anyone have contacts with the group putting these events on?

Dave will meet with Jep Enck on Oct 1 on the topic for Jan.

Gina Shrek mentioned as a possible speaker for Feb. She is energetic, good speaker. **Stephanie, please pursue** (Gina is on facebook. Also, Ava Diamond (member) knows her)

For March the board thought it would be good to have an **employment outlook for the area** like we had last April which was very well attended. Unfortunately neither Maury Dobbie or Kathleen Gilliland is in their old position. **Does anyone have any ideas?** Perhaps the Northern CO Business Report would know. The ALC attendees also will try to get ideas for speakers. **Stephanie, ASTD RMC also may have ideas...please call or write Penny McDaniel for their Program VP's name to follow up with.**

Group endorsed inviting Don Kirkpatrick for a 50th anniversary workshop on the Four levels in April. Dave will pursue. Also will see if RMC will cohost with us or at least publicize. Board discussed two models for collaboration with RMC. One: co host, meaning one event (in Loveland) which we both have as our main event for the month. We share travel expenses and program expenses. (would not have to be 50/50, we could have larger share since it is near us) Two: separate programs and we share the travel expenses. In this model Don does our workshop one day, and then a workshop in Denver the next day for RMC. Separate programs but shared travel expenses. **Board thought Two would be better. Also thought half day workshop better than full day. Dave to initiate with RMC. If they are interested, will turn over to Stephanie.** At the minimum, at least get RMCs cooperation to publicize.

Membership Report:

Dave reported that subsequent to our Aug meeting we received notice from National of five new members. So, total for August was 7 new members and 3 renews...a good month. Two local members lapsed as did two from Denver. At August end, membership stood at 75 up from 70 in July. Still have 14 from Denver which should non renew by year end. New and renewing members were welcomed in Sep Newsletter.

To date, only two new members in September.

Kim is working on a new description of local membership benefits we can use in a new brochure and on line. Also intend to use in redoing the banner so we send a consistent message. **Kim, can you send a draft out in the next couple of weeks?**

Dave confirmed that Wild Apricot will support a members only directory and recommended we contract with one of their preferred providers to develop one as soon as Kim has time to provide leadership to it. Board approved proceeding in this direction. Kim to provide leadership after rewrite of membership benefits done.

Marketing and Outreach:

Board agreed to participate in Cheyenne business expo program on Nov 10. Veronica will try to find volunteers for the booth but cannot staff it herself since she has a booth for LCCC. **We need a board member to attend (time probably 4.30- 7) Who can help with this? Michael, Doreen, Patsi, Kim?? (dave, pam,sue,dan,can not)** We really want to continue momentum

Communications:

For Sep newsletter Kim wrote an article on the value of local membership. Our chapter advisor, Lisa Marie Gardner wrote the Aug article on the value of national membership. **Veronica, can you write one for Oct on the Cheyenne GIG? Sharon Roberts might be able to help.**

For November, Sue, Pam and Kim (you were volunteered) will each write a paragraph on what they learned at ALC.

Dave will do Dec (accomplishments) and Jan (goals).

Pam had a great idea for communications and marketing: Have each speaker give us a paragraph on the topic they will be covering in our program next month. Not a meeting announcement but content on the topic which we will follow with the message "To learn more about this...attend next month's program..."

Annual Membership Survey:

Need to agree on questions for a short annual survey at Oct 26 meeting. We have to administer a survey in 2009 for CORE. Given the low response rate last year (8), plan is to administer at Nov and Dec chapter meetings. Pam recommended saving the more formal, longer email survey for Feb or March when people are more likely to complete it. So, we need to finalize questions at Oct meeting.

Patsi, do you have the questions from last year? Could you please send to the board?

The Meeting Edge:

Next step for web site is to add board member bios and pictures. So, **please send a bio and picture to Dave.** Dan is the only one so far...I know you are shy but it would be best if I do not have to pick a picture at random!

Also be on the lookout for ways to improve the functionality and user friendliness of our web site. Let Dave know what can be improved.

Dashboard Update:

The dashboard has been updated for August and partial Sep. We are set to exceed our 2009 goal for number of programs and number of attendees.

Other Matters:

ALC (ASTD National Annual Leadership Conference for chapter leaders) in Washington DC Oct 30-31. Sue, Kim and Pam will attend. **Stephanie and Veronica, please consider for 2010**

Need to set 2010 meeting schedule at Oct or Nov meeting. Should we keep to last Monday of month?

Next board meeting October 26.

Meeting adjourned at 7.30 pm.

Submitted 9/24/09 by dlv